FOCEXEC: PLANSRM2 04/08/96 09.19.04
BEGINS: 1996-02-26 ENDS: 1996-03-31
CYCLE 03 - WEEK 5 OF 5

RETAIL MASTERS CONTRACTS (C1-C4,P1,P2,RA,M1,WC,TS,PV)
RETAIL MASTERS CONTRACTS 1996: (CL,CS,CT,FS,FN)
STORE PENETRATION & VOLUME COVERAGE

2061552656

SECTION	TOTAL STORES	RM STRS	% RM STR (PEN)	% RM STR (SHR)	CPW	RM CPW	% RM CPW	% RM CPW (SHR)	PMCPW	RM PM CPW	% RM PMCPW	% RM PM CPW (SHR)	EXCLUS STORES	
11	10,181	5,462	53.6	5.2	1,770,468	1,043,486	58.9	4.5	900,337	570,353	63.3	4.7	1,800	17.7%
12	5,774	3,291	57.0	3.1	1,284,796	851,556	66.3	3.7	551,599	370,592	67.2	3.1	610	10.6%
13	15,071	8,236	54.6	7.8	2,078,344	1,355,512	65.2	5.8	1,153,908	766,305	66.4	6.3	1,005	6.7%
14	6,716	3,767	56.1	3.6	1,587,330	875,902	55.2	3.8	750,833	448,941	59.8	3.7	1,234	18.4%
*TOTAL 1	37,742	20,756	55.0	19.7	6,720,938	4,126,456	61.4	17.7	3,356,677	2,156,191	64.2	17.8	4,649	12.3%
21	10,233	4,616	45.1	4.4	1,968,735	946,697	48.1	4.1	931,154	490,136	52.6	4.0	917	
22	11,036	5,039	45.7	4.8	2,439,912	1,206,444	49.4	5.2	1,052,398	572,438	54.4	4.7	513	
23	17,352	9,945	57.3	9.5	3,298,258	2,088,400	63.3	9.0	1,573,602	1,045,060	66.4	8.6	1,024	
24	11,767	5,779	49.1	5.5	2,410,067	1,315,733	54.6	5.7	1,127,846	678,897	60.2	5.6	912	
*TOTAL 2	50,388	25,379	50.4	24.1	10,116,972	5,557,274	54.9	23.9	4,685,000	2,786,531	59.5	23.0	3,366	6.9%
31	6,527	2,991	45.8	2.8	1,679,476	905,409	53.9	3.9	736,933	426,821	57.9	3.5	691	
32	9,071	4,175	46.0	4.0	1,842,788	866,835	47.0	3.7	790,318	428,109	54.2	3.5	1,019	
33	7,916	3,714	46.9	3.5	1,733,964	897,373	51.8	3.9	842,555	495,993	58.9	4.1	1,020	
35	7,261	3,448	47.5	3.3	1,361,135	755,527	55.5	3.2	751,230	448,416	59.7	3.7	1,065	
36	8,417	3,877	46.1	3.7	1,349,364	751,197	55.7	3.2	726,625	423,756	58.3	3.5	978	
*TOTAL 3	39,192	18,205	46.5	17.3	7,966,727	4,176,341	52.4	17.9	3,847,661	2,223,095	57.8	18.4	4,773	
41	10,489	6,494	61.9	6.2	2,572,343	1,526,755	59.4	6.6	1,163,552	754,763	64.9	6.2	1,677	
42	8,103	4,598	56.7	4.4	1,475,220	916,869	62.2	3.9	793,967	527,178	66.4	4.4	1,042	
43	7,625	4,227	55.4	4.0	2,215,776	1,306,313	59.0	5.6	1,027,390	667,959	65.0	5.5	1,207	

Source: https://www.industrydocuments.ucsf.edu/docs/rhgn0004

FOCEXEC: PLANSRM2 04/08/96 09.19.04
BEGINS: 1996-02-26 ENDS: 1996-03-31
CYCLE 03 - WEEK 5 OF 5

RETAIL MASTERS CONTRACTS (C1-C4.P1.P2.RA.M1.WC.TS.PV)
RETAIL MASTERS CONTRACTS 1996: (CL.CS.CT.PS.PN)
STORE PENETRATION & VOLUME COVERAGE

2061552657

SECTION	TOTAL STORES	RM STRS	% RM STR (PEN)	% RM STR (SHR)	CPW	RM CPW	% RM CPW	% RM CPW (SHR)	PMCPW	RM PM CPW	% RM PMCPW	% RM PM CPW (SHR)	EXCLUS STORES	
44	6,186	3,292	53.2	3.1	1,607,104	994,585	61.9	4.3	792,877	522,237	65.9	4.3	1,157	
45	6,829	3,924	57.5	3.7	1,595,325	946,748	59.3	4.1	768,991	491,447	63.9	4.1	1,175	
*TOTAL 4	39,231	22,535	57.4	21.4	9,465,768	5,691,270	60.1	24.5	4,546,777	2,963,584	65.2	24.5	6,258	
51	7,481	4,335	57.9	4.1	1,609,846	956,965	59.4	4.1	753,904	470,459	62.4	3.9	1,036	
52	7,070	4,475	63.3	4.3	1,821,101	1,119,346	61.5	4.8	890,983	569,048	63.9	4.7	986	
53	8,611	3,970	46.1	3.8	1,399,651	734,242	52.5	3.2	761,607	419,421	55.1	3.5	948	
54	12,209	5,569	45.6	5.3	1,739,918	911,747	52.4	3.9	942,283	521,267	55.3	4.3	1,168	
*TOTAL 5	35,371	18,349	51.9	17.4	6,570,516	3,722,300	56.7	16.0	3,348,777	1,980,195	59.1	16.4	4,138	
81	397	0	.0	.0	284,007	0	.0	.0	120,533	0	.0	.0	0	
82	251	0	.0	.0	240,969	0	.0	.0	88,829	0	.0	.0	0	
83	258	0	.0	.0	266,889	0	.0	.0	118,088	0	.0	.0	0	
84	241	0	.0	.0	269,852	0	.0	.0	108,296	0	.0	.0	0	
85	350	0	.0	.0	273,845	0	.0	.0	117,602	0	.0	.0	0	
*TOTAL 8	1,497	0	.0	.0	1,335,562	0	.0	.0	553,348	0	.0	.0	0	
	80	6	7.5	.0	11,853	1,358	11.5	.0	6,637	643	9.7	.0	0	
TOTAL	203,501	105,230	51.7	100.0	42,188,336	23,274,999	55.2	100.0	20,344,877	12,110,239	59.5	100.0	23,184	11.4%

Source: https://www.industrydocuments.ucsf.edu/docs/rhgn0004